



Following its launch at The BTAA's AGM in March 2011, British Jewellery & Giftware International's new service 'Your Office in China' has attracted the attention of a number of members, looking to simplify their Chinese sourcing arrangements. But how does it work and how can it save you time, money and reduce your stress levels?

Your Office in China is a low cost option to bridge the gap between the UK and China. The service operates in conjunction with experienced partners, based in both the UK and China, who have many years of experience in sourcing. Chinese speaking individuals represent your interests in China; all the staff in the Chinese office are knowledgeable in both European and Chinese business practices, are experienced in the buying process and act entirely on behalf of, and in the interests of you, the client.

What are the main benefits of the service? Current clients have experienced lower prices, better terms, safer trading, greater confidence and lower frustration levels. Purchase contracts, written in Chinese and English, and enforceable under Chinese law, protect the UK customer, impose enforceable penalties against late delivery and confirm the quality standard required. As standard procedure the office checks the supplier's credentials, including company license, export license and bank details.

The team includes IP and Commercial lawyers who are available to discuss issues when they arise. "IP protection has always been a factor in trading with China, but more recently, it has become a significant issue within China itself. We have recently successfully defended a global copyright infringement for one of our clients and enforced the removal of counterfeit goods from Tao Bao (China's largest auction web site). Patents, designs and copyrights can be registered on behalf of our clients in China," explains BJGF International's manager, Mike Josypenko.

For many clients, the process begins with a visit to the Canton Fair. The initial excitement of seeing so many suppliers often gives way to the realisation that managing subsequent orders will eat into their valuable time, distracting from other essential activities. The staff of Your Office in China can assist, either during the visit (by arranging visits to factories, negotiating prices or terms), or afterwards (assessing suppliers, obtaining and assessing samples, arranging inspections where necessary, and chasing orders). This service leaves you free to focus on the most important elements of your business.

Costs are based on a fixed monthly fee, with a minimum six month commitment. To find out more about the benefits of Your Office in China, contact Mike Josypenko of BJGI on tel 0121 237 1114 / Email: mike.josypenko@bjgf.org.uk or visit <http://www.bjgf.org.uk/export.asp?p=850> or www.yourofficeinchina.co.uk